

**INTERPLAY OF
COMMUNITY IDENTITY
AND STRATEGY**

**METHODIST HEALTHCARE-
FAYETTE HOSPITAL
SOMERVILLE, TENNESSEE**

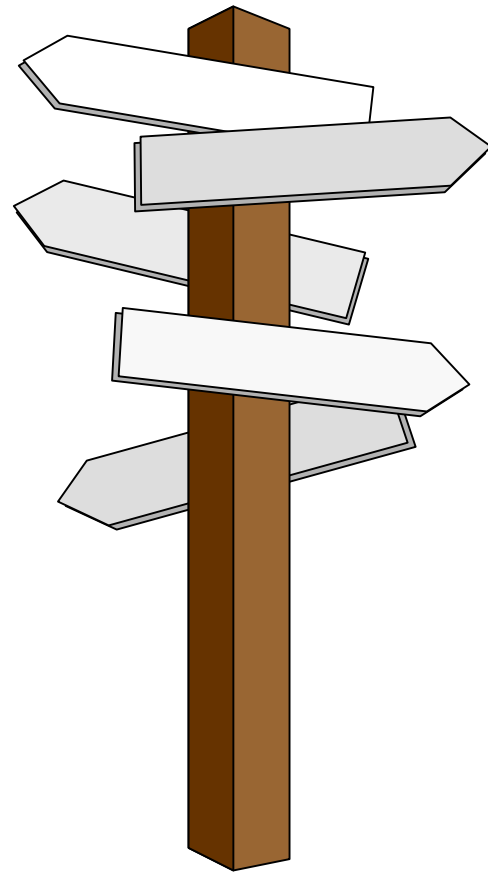
WHAT IS RURAL?



**THE PROBLEM
MAY BE THE
STRATEGY!**

WHAT'S THE PROBLEM?

- TECHNOLOGY
- MINORITIES
- GOVT REGS
- STAFF ISSUES
- MEDICATIONS
- MANAGED CARE`



WHAT IS THE HOPE? STRATEGY



- TECHNOLOGY
- MINORITIES
- GOVT REGS
- STAFF ISSUES
- MEDICATIONS
- MANAGED CARE



ETHNIC/MINORITIES



- WHO ARE THEY?
- HOW MANY?
- WHAT ARE THE HEALTH CONCERNS?
- WHO WILL PROVIDE?
- REVITALIZATION OF SMALL TOWNS
- INCREASED REVENUES
- DEMANDS FOR SERVICES



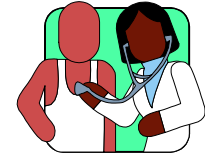
GOVERNMENT REGULATIONS

- TENNCARE
- TOBACCO FUNDS
- UNINSURED

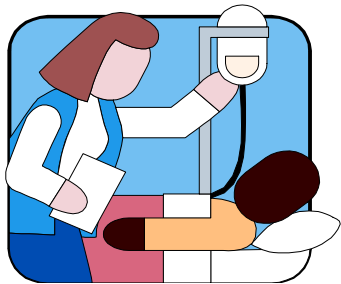


- TENNCARE
REFORM ACT OF
2002
- TAX REFORM
- ESSENTIAL
ACCESS POOL
- CRITICAL ACCESS
HOSPITALS

STAFF ISSUES



- TOO MANY J-1'S
- WHERE ARE THE NURSES?
- STAFFING AND TECHNOLOGY
- MORE SPECIALISTS
- CHANGES IN WHO WILL PROVIDE CARE
- MORE INTERESTING JOBS THAN GENERAL NURSING



MEDICATIONS

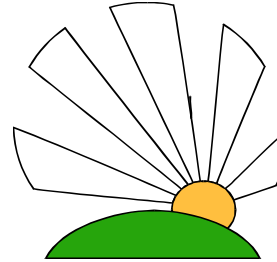
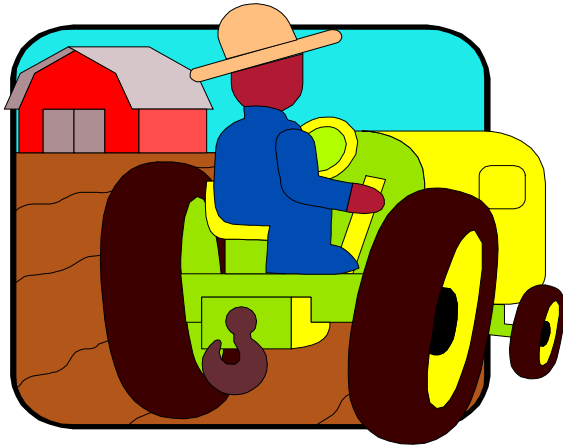
- WHO NEED'S A HOSPITAL?
- CAN THE PATIENT AFFORD IT?
- MORE DEMANDS FOR EDUCATION
- A MORE HEALTHFUL COMMUNITY



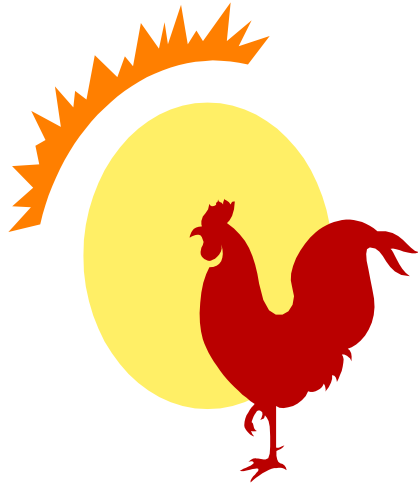
MANAGED CARE

- RESTRICTS DOCTORS ABILITY TO TREAT
- BUSINESS PAYS LESS-PATIENTS PAY MORE
- PLANS USUALLY HAVE MORE PRESCRIPTION COVERAGE
- MORE CONSUMER SAVVY PATIENT





**DOES RURAL
HEALTH CARE
GO THE WAY
OF THE
SUNSET?**



**OR IS IT THE DAWN OF
OPPORTUNITY IF WE THINK
OUT OF THE BOX????**



THANK YOU!

MIKE BLOME'

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